

# CHARACTERISTICS OF GENERATION Y ENTREPRENEURSHIP IN TOURISM

Nur Isti Qurratu<sup>1</sup> Aini Binti Ishak<sup>1</sup> and Amran Bin Hamzah

<sup>1</sup> Faculty of Built Environment, Universiti Teknologi Malaysia, 81310 Johor, Malaysia  
(isti.qurratuaini@gmail.com)

## 1.0 Introduction

Tourism has been one of the sector that community can gain benefits from operated it especially from the of community based-tourism (CBT). However, in effort of operated CBT concept, community itself must have their own organizing strategy. In organizing the tourism activities at the area, community must also have other skills to become a well known tourism area.

Other skills that required having is skills to invent new product or activities to attract people to come. If the product that they invent is the product that can't be find anywhere else, it can become one of the core element to that place. Inventing new product is also can be called as entrepreneurship. Entrepreneurship required a person to become creative, innovative and has critical thinking.

Tourism sector at Kg. Anak Kurau, is been operated by Gen Y which did not have the background or training in management syllabus. They are involved in tourism industry because of their hobby and interest. By researcher opinion, Gen Y in Kg. Anak Kurau has their own creative and innovative idea in making tourist interest to visit this area. See at their feedback form, international tourist especially has given good feedback on their activities and many of them wish to come there again next time.

In the interview with Gen Y in Kg. Anak Kurau, they said that they are expert in administration sector. However, they have their own product that they invented with cooperation by government, NGOs and local university. They have invented their own product, so did they count as an entrepreneur? Did they use entrepreneurship concept in developing tourism sector in Kg. Anak Kurau? This research will find any entrepreneurship concept use at Kg. Anak Kurau.

## 1.1 Issues and Problems

Kg. Anak Kurau, Batu Kurau is located at Taiping Perak which strategically near to interesting geographic location. Here, it has cave (Gua Tempurung), Waterfall (Lata Sempeneh), paddy field and amazing rural area view with friendly local community. Other than that, community in Kg. Anak Kurau are also has worked on self-business that can be a major attraction to tourist such as snack fruit plantation, herb plantation, herbs fish, bertam webbing to name a few.

There are 5 chalet located in Kg. Anak Kurau which offered various type of activities such as jungle trekking, team building, camping and so on. These 5 chalet has strong connection with each other which is a good example in develop tourism activities here.

Gen Y in Kg. Anak Kurau has their own organization, Persatuan Belia Proaktif (PBP) that have established as one of the active organization in Taiping. PBP has 8 permanent member that actively contribute to the programme organize. PBP also has strong relationship between government (Majlis Perbandaran Taiping), NGOs, and university in developed the tourism product at Kg. Anak Kurau. One of their main products that attract most international tourist is My Kampung Adventure (MKA). The concept of this programme is bringing the tourist around the village by bicycle, visiting all the attraction area and feel the real rural area environment. This will be the new experience for international tourist especially, where it is different from their lifestyle.

However, the problem of this area is the management organizations that operate by Gen Y. Site visit to Kg. Anak Kurau have given researcher opportunity to find the problem of the management organization. Gen Y of this area has no experience or training background on management area. Their interest is only in inventing and introduce new product in Kg. Anak Kurau which their objective of PBP is inventing new job opportunities in Kg. Anak Kurau. This is to attract youth from this area to work in rural area. Based on the literature review, Gen Y is a creative generation that more interest in working by themselves rather than working in office from 8 to 5.

## 1.2 Research Objectives

Main objective of the research is to find connection between entrepreneurship and organizing the tourism sector at Kg. Anak Kurau, Batu Kurau that been handle by Generation Y. Apart from that is to is to build a conceptual model to show positive characteristics of Generation Y entrepreneurship skills to develop tourism sector.

## 1.3 Research Scope

This research is divided into three parts that is, first part is to understand the characteristics of Generation Y in the context of rural tourism. Second part is critical part of reviewing the success of Generation Y as tourism entrepreneur. Third part is to build a conceptual model to show positive characteristics of Generation Y entrepreneurship skills to develop tourism sector.

The scope of this research is only including Gen Y of Kg. Anak Kurau, Batu Kurau that involves in organizing tourism industry which is PBP. Other than that, this research is involving the entrepreneurship skills that been used by organization in Kg. Anak Kurau.

## 2.0 Generation Y & Entrepreneurship

This research is focusing on Generation Y or known as Google Generation, Einstein Generation, I Generation, Echo Boomers and Millennial Generation in organizing tourism sector as an participation of community towards tourism development. Community tourism is a main empowerment as it meets the need of local host community, while Generation Y is a leader to develop tourism sector with their own creative and innovative way. This research will describe the literature review of Generation Y characteristics on leadership, connection, work, team work and more, in term of organization. Generation Y characteristics can be an advantages in developing tourism sector because this generation“ s characteristics is different from previous generation which is more independent, creative, easy-going, more confident and have high expectation towards their job.

### 2.1 Generation Y

There is four generations defines by Harsa, Kim & Jeffrey (2012) that shown on table below:

Table 2.1 : List of Generation with Year

<b>Generations</b>	<b>Year</b>
Traditionalists	Pre 1946
Baby Boomers	1946 - 1964
Generation X	1964 - 1979
Generation Y	1977- 2000

These four generations, each has its unique characteristics such as loyalty, expectations of leaderships and ideal work environment.

However, Gen Y characteristics are difference from the other generation. Gen Y is more optimism, have higher education level, collaborative ability, open-minded and they are the most sought after employees in job market (Spiro, 2006)

### 2.1.1 Generation Y Definitions

There are various definition of Gen Y, also known as Google Generation, Einstein Generation, I Generation, Echo Boomers and Millennial Generation (Yan, 2006). Gen Y is a generation that born with all the gadget and technologies era. Gadget is one of their main sources in doing such activities, searching information and so on.

Gen Y is the biggest number of generation which almost three times the size of their immediate predecessors, Generation X (Huntley, 2006; Ng, Schweitzer & Lyons, 2010). However, in term of job employees, Gen Y is showing a new perspective and different work ethic. Gen Y expectation toward their workplace is higher than any generation before (Raines, 2002 p.2)

Referring to Maxwell, Ogden & Broadbridge (2010), Gen Y are the generation born and grown up in a technology world and they need an organization to better understand them and build specific techniques to attracting and retaining them in the organization. As said by Raines (2002) they are expecting higher at their workplace. Gen Y is the generation that willing to change their job easily, even the country. In the consumer side of view, Gen Y behavior as consumer is different and most corporations are not reaching their expectation adequately (Solomon, 2008)

Definition of Gen Y has given a rough view of Gen Y characteristics. They are :

1. High Expectation towards their job
2. Gadget and technologies is their needed
3. Born and grown up in technologies era
4. Their needed are different from previous generation
5. Complex characteristics generation

### 2.1.2 Generation Y Characteristics

Generation Y that is born between 1977-2000 (Harsa, Kim & Jeffrey, 2012) have the most complex characteristics compare to other generations before. Table below show the characteristics of Generaton Y or can also be called as „Gen Y“ or „Yers“ :

Table 2.2 : Gen Y Characteristics

Gen Y Characteristics	References
Has contradictory lifestyle choice such as want to have a good intimate relationship but spending more time with computers rather that his/her couple	Huntley (2006)
More demanding than three other generations and did not afraid to speak out their opinion	Earle (2003), Knight (2000) Solnet & Hood (2008), Spiro (2006)
Prepared to change career, companies, cities or even countries. They are also highly mobile.	
Like to be involved in training or retraining because they do not like the same and bored job positions	Huntley (2006)
Quick learner and very impatient	Zemke, Raines & Filipczak (2000)
Highly motivated to complete a job or tasks given with a great enthusiasm	Hursoy, Maier & Chi (2008)
Reject the idea of “a job for life”	Richardson (2010)
Will not highly committed to their job, short term loyalty to the employers and always like to change jobs.	Huntley (2006)
Have their own goal and ready to get over any challenges	Raines (2002)
Like a fun, excitement and irreverence work environment	Lewis & Portland (2008)

Referring to the characteristics above, Yers are the generation that like to has a creative and fun job. Some of the Yers are more interested in making or inventing their own product and having their own marketing, rather than be an smart office boy. Digital gadget or technologies are their expertise and it can be one of their marketing strategy in developed their own product. This is where their creative thought and idea been used.

Table below shows the characteristics of Yers as employees :

Table 2.3 : Characteristics of Gen Y as Employees

<b>Characteristics</b>	<b>Description</b>
Self-reliant and independent	Gen Y was more likely to be grown up in a single parent family or a family where both parents worked than previous generations. This meant that Gen Y was forced to be independent from an early age.
Techno-savvy	This is the first generation to grow up with gadget as part of their lives. They are using this technology to make their work done more effectively and efficiently.
Have an urgent sense of immediacy	Generation Y has a sense of urgency which means, they don" t care about what happening at the future, they only consider today.
Entrepreneurial	Youth nowadays are starting their own businesses, even they are in school
Want increasing responsibility	Generation Y sees increasing responsibility as a prove for their skills and talents. Generation Y request more responsibility.
Have a „get off my back“ attitude	They haven" t been taught how to manage time for themselves properly
Seek flexibility	Gen Y like to gain experience. For example in employees sector, they seek chance to move from

	project to another project, from a lower position to higher position and also from a job to another location of job.
Have adopted the free agency attitude	Gen Y will change their careers several times during their working life before they get their permanent job, parallel with their expectation.

Source : Martin, 2005

Oliver (2006) has stated that Yers employees are having a higher expectation of a job, this is include the pay, condition, easy promotion and advancement. If the job that they employed did not match their expectation, it has a small chance for Yers to be permanent on that job. It is true if jobs did not wait for us, but for Gen Y it is not an issue anymore. They can change job, having idea, and become their own boss that follow their own expectation.

Table below separated the positive and negative characteristics of each generation Y:

POSITIVE CHARACTERISTICS	NEGATIVE CHARACTERISTICS
Have their own goal	Have a „get off my back“ attitude
Highly motivated	Shortly term loyalty to their job
Quick learner	Has contradictory lifestyle choice
Like to beinvolved in training or retraining	Very impatient
did not afraid to speak out their opinion	Will not highly committed to their job
Like a fun, excitement and irreverence work environment	Have an urgent sense of immediacy
Seek flexibility	

## 2.2 Entrepreneurship

The term „entrepreneurship“ has been widely use in the current business approaches. However, there are many definitions of entrepreneurship that has been



defined by some researchers. Entrepreneurship is the concept of inventing new product, means the first person who has the idea to invent, produce and sell the product.

One of the earliest researchers that define entrepreneurship is Cantillon (1734). He defines it as self-employment with an uncertain return. Entrepreneurship means to start your own business with your own idea and inventing new product.

Schumpeter (1934) has define entrepreneur as a person who carried out new combinations, which may take the form of new products, processes, markets, organizational forms or sources of supply. While Gartner (1990) has said that there is no fixed definition of entrepreneurship neither in theory or reality. But it depends on economic theories, culture and personal beliefs.

Those are definition of entrepreneurship from years before, and it still can be used as the early view of entrepreneurship. Recently, Nathan (2008) has list the 3 combination of element that use to developed an entrepreneurship concept, which are:

1. Personal characteristics which means, the person personality is the most important element that will determine the entrepreneurship development. The person is encouraged being risk taker and can be control and controlling, have the leadership character and motivation. Also, he/she must have specific skills in public relations. This will be an advantages in interact with potential customer and other relevant matter.
2. Entrepreneurial Managerial Skills. The person is acquired to have managerial skills for the ability to manage knowledge and vision of the business for future opportunities to become more success. Factors contributes to the skills are higher education level, work experience and self experience (Goedhuys, 2000). The team of entrepreneurs is also required to have a variety of skills to enable for extended their contacts, connections and experiences (Graves, 1998)

3. Macro-Environment Factors. Widest condition of external environment is influencing development of an entrepreneur. The stability of a financial, economy status, sources of capital is been contribute to level of development to entrepreneurship (Gavron, 1998). Political condition, limitation of government control, warranty of individual rights with fair judicial system especially in related to entrepreneurship.

### 2.2.1 Key Element of Entrepreneurship

Table 2.4 : Key Element of Entrepreneurship

<b>Element</b>	<b>Description</b>
Change initiation	Able to identify a chance for creation or innovation and able to produce it the idea as real product.
Commitment to employees	Have systematic management practices and reward systems to retain employee loyalty, retention, and efficiency.
Creative resourcing	Creative in gaining resources (financial and managerial nature) from a complex set of sources in order to mobilize and realize the chance
Entrepreneurial learning	Motivation to get the necessary knowledge and information through relevant exploration and reflection in order to brilliant
Innovation and creative	Reproduce the existing product and services to become more usable through the imagination and expertise
Knowledge leadership	Producing sources of management knowledge to allow first-mover capability, and systematic strategy formulation and performing.
Opportunity alertness	Continuous concentration on emerging trends and chance to be grabbed and realized.
Relationship management	Maintain the effective team members, contacts,

	and flexible management organizations
Risk and uncertainty management	Evaluate personal ability, financial risk, self-confidence, and determination to be successful.
Timing of action	Step in within a limited area that an opportunity can be optimized easily
Vision and strategic orientation.	Formulate the aim and strategies to give team members the level to achieve

Source : Morrison (1999)

### 2.2.2 Successful Elements of Entrepreneurship

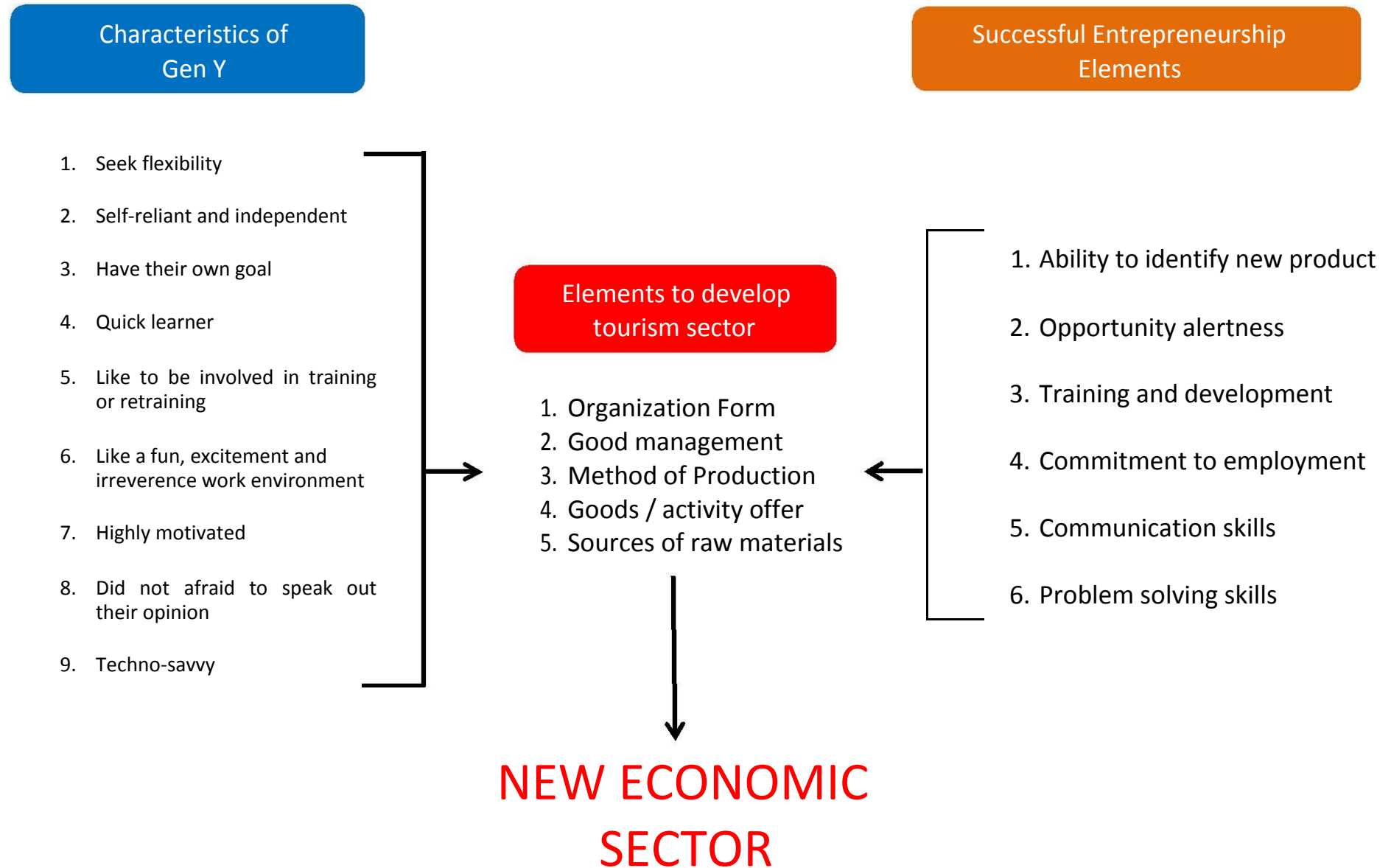
There is 6 elements of successful entrepreneurship which indicate at table below :

<b>KEY ELEMENTS</b>	<b>INDICATORS</b>
Ability to identify new product	Has invented new product?
	New product successful?
	Level of consumers using the product
Opportunity alertness	Continuously seeks for new opportunities
	Willing to take risk
	Discover the interest and needs of others
Training and development	Has been training
	Willing to be retraining
	Willing to pay for training
Commitment to employees	Has organization administration?
	How many employees?
	Employees are always changing?
	Employees level of efficiency
Communication skills	Has new venture invest in their business
	Has suppliers to extend credit
	Has customers to buy new product

Problem solving skills	Did problem arise each month?
	Problem arise can be solve?
	Any effective programming in cultivate problem-solving skills?

The indicators state above will be this research guideline to build questionnaires for the respondents.

### 3.0 Model of Generation Y Entrepreneurship in Tourism



#### 4.0 Conclusion

As the conclusion, the model can be used to determine the characteristics of current Generation Y can be the factor of successful entrepreneurship. This is due to the characteristics of Generation Y also known as Google generation, prefer to invent new product, a quick learner and more.

Generation Y is now the leader in current generation because they are now in the age of 40 – 50 year old. This generation can be a successful leader and entrepreneurship due to the characteristics. Refer to the perspective site, Anak Kurau, generation Y that lead the tourism sector in the village has been a popular tourism attraction among international tourist. This may be due to the activities and product in the village that is interesting and unique, to give international tourist an exciting experience in Malaysia.

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